

Message Text

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PAGE 01 BOMBAY 00448 240935Z

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SUBJ: PRELIMINARY REPORT ON U.S. SCIENTIFIC, INDUSTRIAL
AND MEDICAL INSTRUMENTS CATALOG SHOW AT BOMBAY,
FEB. 16-19

1. PUBLICITY: OVER 1000 FIRMS, INDIVIDUALS, RESEARCH INSTITUTIONS, HOSPITALS AND OTHERS CONNECTED WITH INSTRUMENT INDUSTRY WERE CONTACTED BY DIRECT MAILING. IN ADDITION, TWENTY LEADING BUSINESS ORGANIZATIONS WERE REQUESTED TO PUBLICIZE THE EVENT. USIS RELEASED A PRESS NOTE FEB. 11 WHICH WAS PICKED UP BY AT LEAST TWO ENGLISH, ONE MARATHI AND TWO GUJARATI DAILIES IN BOMBAY. THIS WAS FOLLOWED BY WELL LAID-OUT 10 CMS X 3 COLUMN ADVERTISEMENT IN FOUR LEADING ENGLISH DAILIES (INCLUDING TWO COMMERCIAL PAPERS) BETWEEN FEB. 12 AND FEB. 15. AS WAS LATER EVIDENT IN SHOW ATTENDANCE, THE FOREGOING MEDIA HAD TARGETED EFFECT.

2. EXHIBIT ATTENDANCE: IN FOUR DAYS, 788 PROSPECTS VISITED THE SHOW AT THE USIS CULTURAL CENTER, NOT COUNTING REPEAT VISITS OR STUDENT GROUPS. ANOTHER 200 PROSPECTS VIEWED CATALOGS AT SEMINAR SITE ON FEB. 16 WHERE WE MOUNTED SAMPLE EXHIBIT DISPLAYING 165 OF 202 CATALOGS. WHAT PLEASED US WAS THE QUALITY OF VISITORS WHICH INCLUDED A FAIR SPRINKLING OF KEY PROSPECTIVE BUYERS AND DECISION UNCLASSIFIED

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PAGE 02 BOMBAY 00448 240935Z

MAKERS. SUCH PRESTIGIOUS ORGANIZATIONS AS BHABHA ATOMIC

RESEARCH CENTRE, TATA INSTITUTE OF FUNDAMENTAL RESEARCH AND LEADING INDUSTRIAL LABORATORIES DEPUTED GROUPS OF INSTRUMENT SPECIALISTS AND SCIENTISTS TO VISIT SHOW. AVERAGE VISITOR SPENT FORTYFIVE TO SIXTY MINUTES AT SHOW. WE BELIEVE THAT VIRTUALLY EVERY IMPORTANT ORGANIZATION WITH THE POSSIBLE EXCEPTION OF DEFENSE LABORATORIES, WAS REPRESENTED.

3. BUSINESS PROPOSALS: 285 BUSINESS INQUIRIES WERE RECORDED. WE ARE STILL IN THE PROCESS OF CLASSIFYING THEM. PRELIMINARY SURVEY INDICATES THAT INQUIRIES REFER TO VAST MAJORITY OF PARTICIPANTS. WE SHALL SEND THEM DATA ON INQUIRIES FOR THEIR FOLLOW-UP ACTION. THOSE SEEKING LOCAL AGENTS SHOULD BEGIN RECEIVING DIRECT PROPOSALS FROM INTERESTED INDIAN FIRMS IN NEXT FEW WEEKS. WE ALSO EXPECT TO DEVELOP SEVERAL TRADE AND LICENSING PROPOSALS AS RESULT OF CATALOG SHOW. IT IS NOT POSSIBLE TO ESTIMATE THE VALUE OF SALES THAT WILL RESULT FROM SHOW.

4. INTERVIEWS: WE ARE PLEASED TO RECORD THAT PETER BRENNAN WAS HIGHLY KNOWLEDGEABLE, WILLING AND CAPABLE INDUSTRY REPRESENTATIVE. HE INTERVIEWED SIXTEEN BUSINESSMEN BY PRIOR APPOINTMENT AND SIX OR SEVEN ON "AD HOC" BASIS AT AN OFFICE NEXT TO EXHIBIT ROOM. IN ADDITION, HIS PRESENCE AT SHOW WAS HELPFUL TO MANY OTHER VISITORS. FSLs AT SHOW SITE ALSO HANDLED LARGE NUMBER OF COMMERCIAL INQUIRIES FOR THOSE UNABLE TO SEE BRENNAN. QUICK REVIEW OF BRENNAN'S INTERVIEW REPORTS REVEALS PROSPECTS OF SEVERAL AGENCY AND LICENSING AGREEMENTS.

5. SEMINAR: COSPONSORED BY FOUR LOCAL INDUSTRY ASSOCIATIONS, SEMINAR TITLED "DEVELOPMENT OF INSTRUMENT INDUSTRY IN INDIA AND THE UNITED STATES" WAS ATTENDED BY 175 SPECIALISTS FROM THE VARIOUS INSTRUMENT AREAS AND 30 REPRESENTATIVES OF THE PRESS AND COMMERCIAL ORGANIZATIONS. BRENNAN PRESENTED LUCID AND INFORMATIVE OVERVIEW OF US INSTRUMENT INDUSTRY WHICH ELICITED WIDE RANGE OF INQUIRIES. OTHER SPEAKERS PRESENTED VIEWS ON INDIAN SITUATION. WE ARE PLEASED TO REPORT THAT SEMINAR PROJECTED A HEALTHY CLIMATE FOR COOPERATION IN MARKETING AND LOCAL PRODUCTION OF

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PAGE 03 BOMBAY 00448 240935Z

INSTRUMENTS. CONSUL GENERAL COURTNEY'S INTRODUCTORY REMARKS AND BRENNAN'S SPEECH MADE GOOD COPY IN ENGLISH PRESS THE NEXT DAY. SAMPLE CATALOG DISPLAY AT SEMINAR SITE, INVOLVEMENT OF SEMINAR COSPONSORS, SEMINAR PUBLICITY, AND REFERENCES TO CATALOG SHOW MADE IN SEMINAR PRESENTATIONS CONTRIBUTED STRONGLY TO ATTENDANCE AT CATALOG SHOW BY KEY PROSPECTS INCLUDING VIRTUALLY ALL SEMINAR PARTICIPANTS.

6. RECEPTION: ONE HUNDRED INVITATIONS WERE SENT FOR RECEPTION HOSTED BY CONSUL GENERAL EVENING OF FEBRUARY 16 IN USIS GALLERY ADJACENT TO EXHIBIT ROOM. SINCE MOST INVITEES HAD BEEN INVOLVED IN DAY-LONG SEMINAR, ONLY 34 ATTENDED RECEPTION, BUT THEY WERE TOP DECISION MAKERS WHO SHOWED KEEN INTEREST IN CATALOGS DURING HOSPITALITY EVENT.

7. AUDIO VISUALS: LOCAL AGENT OF TRAVENOL LABORATORIES, EXHIBIT PARTICIPANT, PRESENTED THREE FILMS LASTING AN HOUR AND TWENTY MINUTES ON DISPOSABLE CARDIAC OXYGENATORS AND KIDNEY DIALYSIS APPARATUS ON FEBRUARY 19 AT USIS AUDITORIUM. SCREENING WAS ATTENDED BY ABOUT 25 INVITED SURGEONS. TIMELY SUPPLY OF ADDITIONAL AUDIO VISUAL MATERIAL BY PARTICIPANTS WOULD HAVE UNQUESTIONABLY ENHANCED THE SHOW'S EFFECTIVENESS.

8. COMMENT: THE NUMBER AND CALIBER OF THE VISITORS AND THE INTEREST THEY DISPLAYED DEMONSTRATED THE EFFECTIVENESS OF THE EXHIBIT. WE ATTRIBUTE THE SHOW'S SUCCESS TO (A) EXCELLENCE OF EXHIBIT MATERIAL, (B) ACTIVE PARTICIPATION AND ASSISTANCE OF THE INDUSTRY EXPERT, (C) OUTSTANDING SUPPORT BY USIS, (D) ASSISTANCE OF LOCAL AGENTS OF PARTICIPANTS AND (E) PROFESSIONAL EXCELLENCE OF CONSULATE COMMERCIAL STAFF IN IDENTIFYING TARGETS, MOUNTING PROMOTIONAL CAMPAIGN, MAINTAINING LIAISON WITH AGENTS AND COOPERATING ORGANIZATIONS, AND ORGANIZING SET UP AND OPERATION OF EXHIBIT. WE ARE IN THE PROCESS OF DESPATCHING EXHIBIT MATERIAL TO AMCONGEN, CALCUTTA.
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